DEVELOPING MARKET OPPORTUNITIES
For
'DIRECT-TO' TECHNOLOGIES
2008-2013

New Annual Programme

PROSPECTUS

Prepared by
Vantage Strategic Marketing

VSM Research & Information
Report 1280

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DEVELOPING MARKET OPPORTUNITIES FOR 'DIRECT-TO' TECHNOLOGIES 2008-2013

A Prospectus for the new VSM 'Direct-to' Programme for 2009

Introduction

The following pages set out the Proposed new VSM *'Developing Market Opportunities for 'Direct-to' Technologies 2008-2013'* Programme for 2009.

A synopsis of this Prospectus is set out under the headings of

- Background to the Programme Series
- Why the Programme is Important
- The Objectives and Scope of the Programme
- The Research Methodology Employed

Proposed
- Table of Contents of Reports
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- About VSM

Background to the Programme Series

Since 1993 Vantage Strategic Marketing have been monitoring the development and adoption of 'direct-to' technologies within the global Graphic Arts industry.

Since our first report, published in May '94, which specifically examined the forecast development of metal Computer-to-Plate, we have progressively added to the range of technologies and products covered in our research.

As well as **visible and thermal address metal CtP**, we now monitor **computer-to-conventional plate; inkjet and xerographic platesetting; computer-to-polyester plate; digital colour proofing; computer-to-film; direct-to digital presses; electronic press printing**, **and alternative printing technologies** - all of which are impacting the conventional work methods and operation of printers and, as such, have to be taken into the total equation as to ***when*** and ***if*** new technologies are going to be accepted by the general market.

In addition to broadening our technology scope, we have also progressed the depth of investigation in the main geographical areas covered, providing individual data on China and the Far East, Latin America and Eastern Europe as well as North America, Western Europe and Japan.

Now, for the first time, we are reporting on CtP adoption development on a country by country basis.

Our business is based on the ability to respond to subscribers requirements, and as the markets develop and become more identifiable, so we have had to enlarge our own capabilities to stay ahead of what may be considered as common knowledge.

With virtually all markets now witnessing a significant downturn as a result of the global economic recession, it is more important than ever to fully appreciate where new market opportunities are developing and how these may be capitalized on.

We believe our operation to be unique in its depth of appreciation of what is actually happening in the total GA industry, as well as its scope in covering the worldwide markets, and as such, provides an important role to suppliers in planning short and longer term future strategy.

VANTAGE STRATEGIC MARKETING

Why the Programme is Important.

At a time of continuing change within the worldwide Graphic Arts industry, it is important that suppliers have access to an unambiguous and independent reading of the market.
The '09 Programme takes into account the following factors in determining areas of opportunity and threat to subscribers.

The Economy.

After a decade of 'nice' economic prosperity, all economies have suffered significant downturns for the past nine months with even the Far Eastern powerhouses of China and India experiencing cut back growth rates.
But at least they are showing some positive growth. The industrialized Western economies and Japan are looking at negative growth over the next twelve months and while politicians and financial institutes talk up the prospects of green shoots starting to show, it is far from clear whether we have bottomed out, or are still on the slide downward.

In making forecasts for the individual markets, we are taking into account likely economic influences which will dictate the investment climate within the printing industry, as well as likely effects of depressed economies on demand for print.

Industry Structure

Depressed economic conditions, leading to poor trading conditions, wildly fluctuating stock markets, together with changes in currency status, and overall lack of confidence in all bastions of trade has led to individual companies' fortunes being reversed almost overnight.
The demonstration of advanced non impact printers (NIP) in the form of sophisticated inkjet and toner presses at last year's Drupa and other international expos has seen the pressure on traditional offset consumables suppliers to bring on their own alternative technologies, or else team up with more technically advanced developers to bridge the changeover that will inevitably take place between old and new methods of producing hard copy.

The new Report will highlight our own expectations of consolidation and change within the industry.

Technologies

Drupa ‘08 saw prototype NIP presses being demonstrated quite impressively.
Since then, there have been numerous flagship examples of alternative printing technologies supplanting traditional output methods.
In the case of shorter run newspapers, for example, faced with tough competition from the internet, NIP production of limited run titles may prove to be the future of meeting the demand for bi- or tri- media markets.

With the future of shifts in technology adoption becoming clearer, it will be important for individual companies to appreciate where they stand in the market in relation to their competitors; which markets they should devote their resources to; identify which business opportunities are open to them, and how they should exploit these opportunities.

Objectives and Scope of the Programme

The main objectives of the programme is to track the developments of 'direct-to' technologies, to examine their likely adoption by the market, or otherwise, on a global scale, in order that subscribers may best plan for the individual market opportunities that are expected to occur over the next five years.

The scope of the programme will be

Technologies

Metal CtP Systems and Consumables, including inkjet and xerographic CtP, visible and thermal plates

Geographical Regions

North America

Western Europe
-UK
-France
-Germany
-Italy
-Iberia (Spain & Portugal)
-Benelux (Belgium Netherland & Luxembourg)
-Nordics(Norway, Sweden, Finland & Denmark)
-Rest of Western Europe (e.g. Iceland & Greenland)

Eastern Europe
-Russia
-Baltics
-Ukraine
-Romania
-Poland
-Czech Republic
- Hungary
-Rest of Eastern Europe

Southern Europe
-Turkey
-Albania
-Bulgaria
-Former Republic of Yugoslavia (FRYugo)
-Greece

Japan

Latin America
- -Mexico
- -Venezuela
- -Colombia
- -Brazil
- -Argentina
- -Peru
- -Rest of Latin America (RoLatAm)

Peoples' Republic of China (PRC)

Asia Pacific Region
- -Taiwan
- -South Korea
- -Hong Kong
- -Singapore
- -Thailand
- -India
- -Antipodes (Australia & New Zealand)
- - Rest of Asia Pacific Region (RoAPR)

Rest of the World
-Africa
-Israel
-Dubai
-Iran
-Saudi Arabia
-Rest of Middle East (RoME)

Other Technologies

Polyester CtP Systems and Consumables
Digital Colour Proofing Systems
Imagesetters and Consumables

Geographical Regions

North America
Japan
Latin America
Western Europe
Rest of the World

Methodology

For those subscribers unfamiliar with the very specialised method that VSM employ in conducting their research, the following summary sets out the methodology used in compiling our reports.

End-User Research

Traditional market research methods, such as telephone interviewing or postal questionnaires, are inappropriate in tracking fast developing technological developments - especially where they may be supplier-led.
So as to determine what the intention of the market may be, we place great emphasis on personal discussions with existing and potential users of the 'direct-to' technologies covered by this report.
Our end-user interview programme is broken down into

- user group discussions
- individual print company interviews
- roadshow participation with specific potential investors in 'direct-to' technologies
- attendance at international seminars
- monitoring of investment using our "Practical Guide" subscriber sample base
- live discussions with end-users at international trade expos

In addition to contacting user groups, we also conduct interviews with individual print companies to ascertain their views, purchasing intentions, and opinions of both the technologies and the suppliers of those technologies.
Over the past 12 months, we have also been invited in as 'honest brokers' to state our opinions about developments to various trade forums.
These have been important in assessing the interest and investment intentions of those companies specifically focused on adopting the 'direct-to' route.
In addition we have attended a number of trade expos including China Print and last year's Drupa where we have again gained the mood of potential purchasers of 'direct-to' technologies as well as talking with end-users as to their unbiased opinions of the products on display and the companies promoting those products..
Specifically, we also have a specialist sample of 350+ print companies who have purchased our *"Investing in CtP - A Practical Guide"* and whom we monitor to determine their investment development.

Supplier Company Research

Our end-user research is supplemented by a continuous series of confidential discussions and interviews with the major players in this market sector. Many of these have been subscribers to our 'direct-to' programme from its inception, with whom we have built up a unique relationship so that we can conduct full and frank exchange of views and opinions.

Our regular personal reviews of the reports we publish also enable us to talk with personnel from all aspects of each company - not just sales and marketing, but also R&D - in order to ascertain the reality of product innovation and development.
As we have progressed in providing a more detailed and objective viewpoint on a wider platform of subjects, so the level at which these confidential discussions take place has risen.

Our interview programme with supplier companies fall into the two separate categories of

Distributors
who, with the amalgamation of the major manufacturers, are taking on an increasingly significant role as sales outlets for non-aligned manufacturers and those companies who cannot afford, or who haven't built up a direct presence in certain markets.
These are the companies with 'street' knowledge, who have to deal with the day-to-day practicalities of selling-in and implementing the new technologies.
Faced with reducing manufacturer supply source and support, they are having to invest in their own technical expertise and support staff in order to maintain an effective market presence and, as such, provide essential insight as to the practicalities of what 'direct-to' technologies mean to the market.

Manufacturers
who are responsible for the development, manufacture and implementation of the conventional and new technologies, and who, through strategic planning and integration, dictate the future structure of the total industry.

Field interviews and discussions have been conducted by the authors themselves in North America, Europe, Japan and China.
Research in Latin America has been conducted by an associate, while information on the Japanese and Chinese markets has been supplemented by our Tokyo and Beijing associates.

Over the past fifteen years we have conducted over 3,200 personal interviews in the field, split between

Europe	40%
North America	20%
Far East	40%

to reflect the relative importance of perceived short term development and market adoption within each main geographical area.

Desk Research.

In addition to the fieldwork programme outlined above, we are constantly monitoring developments within the worldwide GA industry through published and semi-published sources, including national industry statistics, technical and market articles, and other research reports.
Over the past 36 years, we have built up a databank on the global GA industry which is constantly being added to and modified with each research programme, of which we make full use in coming to the conclusions contained in this report.

Report Publication

The ***Report*** is intended as a reference document for subscribers, and as a basis for the individual discussions we conduct with each client company as part of our programme.
Commentary is kept to a minimum to ensure ease of assimilation, but summarises our thoughts and assumptions when looking at market forecasts.

Tables are used extensively to illustrate these projections.

The report is likely to run to 250+ pages and an anticipated Table of Contents and List of Tables are shown on the following pages.

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Background to the Programme and Objectives

Methodology

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Strategic Overviews
A resume of what is happening on a worldwide basis within
GA Industry
Plate Manufacture & Prices
Platesetter & Imagesetter Manufacture
New Technology Developments

A summary of the main Report findings by category of
The Markets
The Outlook for Offset Printing
CtP Metal Platesetters
CtP Metal Plates
CtP Polyester Platesetters
CtP Polyester Plates
Digital Proofers and Proofing Media
Imagesetters & Film
Digital Printing
Alternative Printing Technologies

THE REPORT

Strategic Overviews

- Worldwide GA Industry
  A detailed analysis of structure, dynamics and changes affecting suppliers and end-users.
- Conventional Plate Manufacture
  Changes in supply and distribution and price trends
- CtP Plate Manufacture and Supply
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- Platesetter Manufacture
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2.2. Forecast Demand for CtP
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Timing and Cost

The **Report,** containing the data forecasts will be published in both PDF and hard copy format in **June '09**.
Subscribers will receive two hard copies - additional hard copies ordered in advance will be available at a production cost of £80 per copy.

The total cost of the Programme is £20,000.
There is a 10% discount available for those subscribers paying before 1st June '09.

Subscription includes access to VSM's database where, if the information requested is already available, it is provided free of charge; if not, we will quote for obtaining specific client data requirements.

Subscription also includes a one day Review and Presentation with the authors, ***but we ask that the direct travel costs involved also be charged for these personal visits.***

As in all our dealings within the GA industry, strict confidentiality as to subscription identity is maintained and will involve Non-Disclosure Agreements if they do not already exist.

About Vantage Strategic Marketing

Vantage Strategic Marketing, formed in 1993, specialises in research and information on worldwide printing industry developments.
In May '94 we published the first of a regular monitoring service analysing developments in new computer generated technologies under the title *"Future Strategic Developments in Computer-To-Plate Applications and Technologies"*, which achieved extensive international recognition and sponsorship in Europe, Japan and the US.
This Report is now published annually, and has been progressively expanded to cover all "direct-to" technologies.
VSM is the only company monitoring the industry on a worldwide basis with associates in UK, Japan, Spain, South America, and Far East, all of whom have considerable experience in the graphic arts industry.

The company is headed up by Barry Happé who has had over 33 years of practical experience in the international print, paper and publishing sectors, including sales and business development prior to forming VSM.

Prior to establishing his own consultancy in 1980, Barry Happé held a number of senior management positions within the industry, including Sales Director for a North American paper group, as well as heading up the GA section of industry specialist research company, BIS.
He is a Business Graduate and holds the Diploma of the Chartered Institute of Marketing and has presented a number of papers at industry conferences as well as writing for the trade press.

Vantage Strategic Marketing specialises in research and information on worldwide printing industry developments and has published a series of multi-client reports directed at the needs of GA suppliers and printers on a worldwide basis.
These reports have received extensive international recognition and sponsorship in Europe, Japan and North America.

Publication history of multi-client reports published by VSM is summarised as

VSM Multi-Client Report Publication History

May 1994	*"Future Strategic Developments in Computer-to-Plate Applications and Technologies"*
Apr 1995	*"Investing in CtP - A Practical Guide"* - 1st Edition
May 1995	*" Pre-DRUPA Checklist"*
Jun 1995	*"Investing in CtP - A Practical Guide"* - 2nd Edition
Oct 1995	*"Market Opportunities for "Direct-to" Technologies 1995-2000*"
Jun 1996	*"Direct-to Technologies Interim Report"*
Dec 1996	*"Market Opportunities for 'Direct-to' Technologies 1996-2001"*
Dec 1997	*"Developing Market Opportunities for 'Direct-to' Technologies 1997-2002"*
Apr 1998	*"Investing in CtP - A Practical Guide"* - 3rd Edition
Jun 1998	*" Market Opportunities for CtP Technologies 1997-2002"*
Mar 1999	*" Developing Market Opportunities for 'Direct-to' Technologies 1998-2003"*
Apr 2000	*"Pre-DRUPA Checklist"*
Aug 2000	*" Developing Market Opportunities for 'Direct-to' Technologies 1999-2004"*
Jun 2001	*" Developing Market Opportunities for 'Direct-to' Technologies 2000-2005"*
Dec 2001	*" The Changing Profile of the International Litho Plate Industry 2000-2005*
Apr 2002	*"Pre-IPEX Checklist"*
Jul 2002	*" Developing Market Opportunities for 'Direct-to' Technologies 2001-2006"*
Aug 2002	*"The Litho Plate Industry in China"*
Aug 2003	*" Developing Market Opportunities for 'Direct-to' Technologies 2002-2007"*
Jan 2004	*"Market Opportunities in China 2002-2008"*
May 2004	*"Pre-Drupa Checklist"*
Jun 2004	*" Developing Market Opportunities for 'Direct-to' Technologies 2003-2008"*
Apr 2005	*"Investing in CtP – A Practical Guide" 4th Edition*
Jun 2005	*" Developing Market Opportunities for 'Direct-to' Technologies 2004-2009*
Apr 2006	*"Pre-IPEX Checklist"*
Jun 2006	*" Developing Market Opportunities for 'Direct-to' Technologies 2005-2010*
Jan 2007	*"Investing in CtP – A Practical Guide" – Chinese Edition*
Jun 2007	*" Developing Market Opportunities for 'Direct-to' Technologies 2006-2011*
Jun 2008	*" Developing Market Opportunities for 'Direct-to' Technologies 2007-2012*

Further information about VSM services and reports can be obtained from our website at www.vsm.uk.com or from -

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